



The WORLD WRESTLING FEDERATION® WE MEAN BUSINESS!

OUR BUSINESS THRIVES IN YOUR ARENA!

- The World Wrestling Federation presents 1,000 *LIVE* arena events each year throughout the United States, Canada and around the world.
- Our average gross per event exceeds \$61,200 in ticket sales, and we generate novelty sales that exceed an average of \$3.50 per-cap.
- Recent highlights include a sellout at Meadowlands Arena that grossed more than \$325,000 in ticket sales... Two in-a-row sellouts at Rosemont Horizon, resulting in ticket sales of half a million dollars... Record-breaking attendance for wrestling entertainment at Orlando Arena on January 21st, followed the very next day by an even larger sellout crowd at the Miami Arena....WWF live events routinely sell out in arenas from Hershey to Honolulu, from New York to L.A. , from San Antonio to San Francisco.
- **WrestleMania VI®** on April 1st established a SkyDome attendance record of 67,678 to generate a record WWF gross of more than \$3,000,000. We immediately went on-sale for **WrestleMania VII®** at the Los Angeles Memorial Coliseum and have already sold more than \$400,000 in tickets for the March 24, 1991, event!

At the WWF *We Mean Business!* Year-round live arena events comprise the heart of our business -- and the business keeps on growing! The World Wrestling Federation means lots of business for arenas throughout North America -- throughout the world -- all year long! For booking information, call Ed Cohen, Vice President of Arena Bookings, at (203) 352-8600.